

## Cutting Edge Media

During this “Social Networking & Web 2.0” Speed Dating segment, participants will learn:

- What does Web 2.0 mean?
- What is Social Networking?
- What’s a blog?
  - Top 3 Organizational Uses for Blogs
  - Popular Blog Platforms
- What's the difference between a Podcast and a Vodcast?
  - Top 4 Organizational Uses for Podcasts / Vodcasts
- Should your organization use Social Networking tools?
- How to create successful online public education campaigns.
- Top Social Networking / Web 2.0 Sites
  - Facebook
  - MySpace
  - Twitter
  - Change.org
  - Flickr
  - YouTube
  - Ning
  - Yahoo Groups
  - Google for Nonprofits
- Additional Learning Resources



## What does Web 2.0 mean?

Web developers, designers, bloggers, and even major media outlets have been abuzz with talk of "Web 2.0." Though the term bears the familiar version number so often attached to software products, it doesn't actually refer to any one technology. Rather, Web 2.0 is the moniker for an emerging set of Internet-based tools and an emerging philosophy on how to use them.

The technologies encompassed by Web 2.0 include, but are by no means limited to: blogs, podcasts, videos, tags, RSS, social bookmarking, and widgets. The philosophy focuses on the idea that the people who consume media, access the Internet, and use the Web shouldn't passively absorb what's available -- rather, they should be active contributors, helping customize media and technology for their own purposes, as well as those of their communities.

This philosophy contrasts sharply with the old "Web 1.0" methodology, in which news was provided by a handful of large corporations, Web pages were static and rarely updated, and only the tech-savvy could contribute to the development of the World Wide Web.

Web 2.0 isn't just the latest new toy for geeks or the bleeding edge so beloved by entrepreneurs. It's the beginning of a new era in technology -- one that promises to help nonprofits operate more efficiently, generate more funding, and affect more lives.





## What's a blog?

A blog is a user-generated website where entries are made in journal style and displayed in a reverse chronological order. Basically, a blog is a really easy-to-update personal website. The common conception of a blog is a site that's frequently updated and that is the personal product of one or more authors.

A blog can function as a personal journal, an op-ed column, a community center, an outlet for art, photography, videos and journalism, or as a venue for organizations to promote themselves. Readers can also leave comments in an interactive format on most blogs, making them feel more personal and accessible than a regular website.

### Top 3 Organizational Uses for Blogs

#### 1) Diversify your web presence: Get your name out there

The “blogosphere” is filled with literally hundreds of thousands of community organizers who engage in collective, online conversation each day by reading and writing blogs. By maintaining your own blog, you give those people, your supporters, and your volunteers another platform to find you and to learn more about you. Additionally, you can run ads on other blogs with related content in order to reach a wider audience with similar interests.

#### 2) Establish who you are: Share supplementary content

Share supplementary content with your supporters, volunteers, and the world in order to further inform them about your issue, cause or campaign. On your blog you can post pictures, personal commentary from your staff and volunteers, podcasts of events, related videos, and links to relevant articles.

## 3) Update your supporters and volunteers in a timely manner

Have a slow-to-update website? A blog, which is relatively easy to update, can be used to respond in a timely way to developments related to your issue, campaign, or cause.

Additionally, using an **RSS feed** (Rich Site Syndication) is an easy way to keep your readers abreast of updates to your site content. At their simplest and most common, RSS feeds send subscribers the title and a brief blurb about each new article or post on a given site or blog, along with a link to the post.

### **Blog Facts:**

- It's quick, inexpensive, and easy
- Publicize events via blog posts
- Post pictures, audio, and video from events
- Keep your community up-to-date on what's happening
- Diversify your web presence - put your organization's name in the "blogosphere"
- Share ways your members can get involved
- Engage volunteers as writers and photographers
- Allows your community to comment on supplementary content
- Consider guest bloggers with a national service connection
- Develop relationships with other blogs
- Spend time reading and commenting on related blogs
- Deliver information and updates directly to your volunteers via subscription RSS feeds so that they stay informed and up-to-date on your progress
- Create a Google Alert to see who is blogging about you
- Use Google Analytics to monitor blog traffic

## Popular Blog Platforms:

**Blogger:** <https://www.blogger.com>

If you are looking for an easy-to-use, hosted blogging platform, Blogger is a great choice. It's simple to create. There are many themes to choose from. You can include gadgets - slideshow, polls, links to other sites, lists, pictures, text - pretty much anything you want. It's easy to see who's following you, plus if you'd like, you can have your own custom domain URL. Best of all, it's free!

**Wordpress:** <http://wordpress.org>

Of all the sites that require installation, meaning you are in charge of hosting it on a website, WordPress is the easiest to get up and running and is frequently offered pre-installed or as an easy install by hosting companies. This might make it worth a look for even those without experience installing software on a server. Those with HTML skills and a little PHP knowledge can completely customize their blog setup. It offers great comment moderation functionality and support for both categories and excerpts. It's free and open source.

**Typepad:** <http://www.typepad.com>

If you're looking to get started quickly but want to flesh out your blog's look and functionality over time, TypePad may be the tool for you. It also allows you to display your organization's logo without using HTML. Easy-to-use tools allow you to customize all colors, fonts, and images throughout the site, or update the site's HTML through a set of templates. Even technical novices will be able to post text and photos with ease. A basic account starts at \$4.95 a month and goes up to \$14.95 a month for complete customization.

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## Helpful Resources:

### **RSS in Plain English**

[http://www.commoncraft.com/rss\\_plain\\_english](http://www.commoncraft.com/rss_plain_english)

### **Why Nonprofit Managers Must Use RSS — How to Start**

<http://www.techsoup.org/learningcenter/internet/page7325.cfm>

### **Blogging in Plain English**

<http://www.commoncraft.com/blogs>

### **Nine Lessons for Bloggers: Tips for Writing your Blog**

<http://www.techsoup.org/learningcenter/internet/page6724.cfm>

### **Choosing a Blogging Platform**

<http://www.prologger.net/archives/2006/02/15/choosing-a-blog-platform/>



## What's the difference between a Podcast and a Vodcast?

**A podcast is like an online radio show.** Once you make and publish your podcasts, people can download them individually off your website or blog, or subscribe and have them automatically sent to them via a RSS feed.

**Vodcasts are videos that can be watched online.** Vodcasts are similar to podcasts in that once you make and publish your Vodcasts, people can download them off your website or blog, or subscribe and have them automatically sent to them via a RSS feed.

### Top 4 Organizational Uses for Podcasts / Vodcasts

#### 1) Train your volunteers and staff

Supplement or replace volunteer/staff orientations using podcasts or videos that impart specific skills and information about your cause, campaign or issue.

#### 2) Increase overall member education

Podcasts and vodcasts can be used to relay the basics of your cause, issue and campaign, as well as to provide regular updates via a RSS feed. Additionally, podcasts and vodcasts can be used to impart skills to your membership, such as methods of fundraising, strategies for holding events, etc.

#### 3) Explain and promote campaigns, initiatives, and projects

A strong video or podcast can make your case in a dramatic way and help you to sell your campaign to your membership. A podcast or video can also help you explain more nuanced issues in a less intimidating way than simply with text.

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## 4) Reach out to new members and supporters

Organizations can use video as an outreach tool by posting clips on Google video, YouTube or similar sites.

### **Podcast Facts:**

- Tell stories using individual voices
- Create a regular series on your website
- Complementary recruitment tool for those who respond more strongly to audio
- Engage volunteers as interviewers and editors
- Reach out to new audiences via online podcast directories like iTunes and Podcast Alley
- Something new to send to listservs, partners and media
- Podcast about your organization's activities and impact as well as larger issues of interest
- Interview people and cover topics significant to your mission
- Make sure you purchase podcasting software and any necessary hardware, such as a microphone
- Many computers now come with audio editing software
- Embed the podcast on your website's homepage
- Link the podcast on your social networking sites, such as Facebook and MySpace
- Network with other podcasters online to share tips and ideas

## Vodcast Facts:

- Engage your members with visuals rather than just text
- Create technical trainings: impart specific skills and / or talking points
- Assemble Teach-ins: increase overall member education about a cause or issue
- Communicate via distance easily and effectively
- Spread awareness and information
- Create a regular series on your website
- Engage and recruit volunteers as interviewers, editors, and filming crews
- Reach out to audiences on YouTube.com, GoodTube.org, and DoGooder.tv
- Something new to send to listservs, partners and media
- Create a page for your organization with the YouTube Nonprofits program
- Create short videos showcasing activities of volunteers and program participants
- Embed videos in your blog or post on your homepage
- Encourage partners and volunteers to share videos on their blogs, Facebook and MySpace profiles

### Examples:

**NPR Podcast:** [http://www.npr.org/rss/podcast/podcast\\_directory.php](http://www.npr.org/rss/podcast/podcast_directory.php)

**UNICEF Podcast:** [http://www.unicef.org/videoaudio/video\\_podcast.html](http://www.unicef.org/videoaudio/video_podcast.html)

### Service Learning YouTube Channel:

<http://www.youtube.com/user/servicelearning>

### Youth Service America YouTube Channel:

<http://www.youtube.com/user/youthservice>

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## Helpful Resources:

### How to Podcast in Plain English:

<http://www.commoncraft.com/podcasting>

### How to Record, Edit, & Promote Your Nonprofit's Podcast:

<http://www.techsoup.org/learningcenter/internet/page5510.cfm>

### Apple Tutorial: Making a Podcast:

<http://www.apple.com/itunes/store/podcaststechspecs.html>

### YouTube's Nonprofit Profile:

<http://www.youtube.com/nonprofits>

### YouTube: Make a Video Tutorial:

<http://help.youtube.com/support/youtube/bin/topic.py?topic=10521>



[Videos](#) | [Events](#) | [Playlists](#) | [Groups](#) | [Friends](#) | [Subscribers](#) | [Subscriptions](#)

**Youth Service America**



**youthservice**  
Joined: September 26, 2006  
Last Sign In: 1 day ago  
Subscribers: 20  
Channel Views: 2,431

**NONPROFIT**

Youth Service America is committed to creating a global culture of engaged youth who are committed to a lifetime of service, leadership, and achievement.

YSA improves communities worldwide by increasing the number and the diversity of young people serving in substantive roles.

YSA will achieve this through public mobilization and advocacy campaigns; the creation of incentives, support, and recognition; and providing information, tools, and training.

City: Washington, DC  
Home: Washington, DC  
Country: United States



## Should your organization use Social Networking tools?

Social networking sites have received a lot of attention from the nonprofit world because they align with nonprofits' desire to reach out to larger communities, but are they right for your organization?

Here are a couple different ways to use Social Networking:

### **1. Establishing a simple Web presence.**

MySpace and Facebook offer easy-to-use tools that will help you set up a Web presence. If you just need to put up some simple materials, and you're planning an open, collaborative outreach strategy that involves the type of people likely to be on social networking sites, creating your initial Web presence using these tools could be good option.

### **2. Promoting specific actions or petitions.**

People log in to Facebook or MySpace when they want to take action. Facebook applications are fun, social, and available when you're ready to click a button, add your name to a petition, volunteer a little something about yourself, and compare your responses with friends. If you know and respect their culture, social networking sites can be an effective way to encourage people to take action or spread the word about your cause.

### **3. Consolidating existing, unofficial social networks related to your organization.**

Sometimes it's not about what you've created, but what already exists. Some of your supporters may already be using social networking tools to informally find and keep tabs on one another. In this case, forming an official group and profile can help gather all support networks in one place.

## **4. Strengthening relationships between people who already know each other.**

When you have a group of people who have participated in a volunteer day, workshop, or other meet-ups, you can foster their relationships through online social networking. By allowing group members to post messages and resources, you encourage them to stay in touch and continue their involvement with one another and with your organization.

## **5. Encourage and respond to constituent feedback quickly.**

If you want to get quick and honest feedback, social networks are a great way to test your commitment to open communication. Make it as easy as possible for people to find you and make requests (either within the site, or privately), and make sure you respond quickly, personally, and where appropriate, publicly.

## **6. Excellent way to track results.**

By gathering your members together on an online networking site, you can track your results by recording everyone's actions via stories, videos and pictures. Connect with other regional groups and see how your impact grows. This would be great for distance reporting and evaluating results.

## **So...should you invest in creating a profile or network on social networking sites?**

It depends on your organization. To succeed with social networking sites, you'll likely need a staff member who has a passion for working with these types of sites. You'll also need to establish goals to understand if the time commitment would be beneficial.

## **How to create successful online public education campaigns.**

### **Think about the ends before you think about the means.**

Before you start any communication project, online or off, always stop to think about what your ultimate goal is and who your audience is — your goals and your audience should drive your tactics. Who are you trying to reach? What will you be asking them to do? Are there intermediate targets that need to be reached first? A campaign designed to motivate college students to volunteer during spring break will probably be structured very differently than a campaign designed to encourage baby boomers to lend their skills to your organizations fund raising efforts. Your online campaign, whether for recruitment or fund raising, is much more likely to succeed if you've thought about these basic questions first. Never be afraid to try something, but think before you act.

### **Integrate, Integrate, Integrate**

Integration is more than good social policy, more than the better half of calculus; it's also an absolute vital strategy for communications campaigns. All of the pieces of your online campaign should work together, and they should also integrate with your offline public awareness strategies. Yes, sending flyers to the local university may help to recruit spring break volunteers, but the strategy may work better if one of your current volunteers holds an information session at the college and delivers the same message personally along with printed materials.

You'll get even more notice if you get contact information, from those who attend the information session and follow-up with phone calls from other college volunteers already engaged with your program. If the issue is mentioned in the school newspaper or on the college's community service web site, you gain additional exposure among your target audience. Online campaigns should: integrate with offline grassroots organizing, coordinate with press strategy, and mesh with direct public education—they ALL work better when they're done together.

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## Content is key

All of the promotion in the world won't do you a bit of good if you don't have anything compelling to say. When you're starting a campaign, make sure that your content is going to be worth the effort — reward those readers and volunteers with something substantive. You should have something to say or something to show. Otherwise, you'll be amazed at how fast your "email updates" will end up in the spam folder. If you're trying to persuade people, please write like a human being rather than one of our friends and future masters, the robots. This is essential for bloggers of course, but it matters for anyone putting content up on the web. If people can't read what you write, you're not going to be persuading them of much.

Adapted from Online Politics 101, by Colin Delany ([www.epolitics.com](http://www.epolitics.com))



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Here's an overview of the top Social Networking / Web 2.0 sites:

## Facebook.com

Facebook is not just for individuals to keep in touch with friends. It's a very effective networking tool for nonprofits to create awareness and connect with their community.

Facebook is an Internet site that allows users to post online profiles (including photos, information about themselves, etc.) and then connect to other users who share the same interests, experiences, etc. Founder Mark Zuckerberg created Facebook while he was a student at Harvard to provide an online avenue for students to find one another. It has since morphed into a social network for everyone.

As of June 2008, the website had the largest number of registered users with over 80 million members worldwide.

Facebook is built around groups and is made up of many networks, each based around a company, region, high school, or college. Many nonprofits already have accounts and are reaping the benefits for their organization and their cause. One reason why it's so popular is because it's very easy to use.



## How to Get Started

### 1. Sign up and create a Facebook Account.



### 2. Find friends and connect with your community.

Start by using the Search feature to find friends who are already using Facebook and request to be their friend. You can add just about anyone you can think of, including your members, supporters, volunteers, staff, and even your board members.

### 3. Send and receive messages.

Facebook offers a message board feature called "The Wall" that displays member profile pages. You can use it to post all kinds of messages to your network. But beware: comments can be viewed by all your contacts in your list of Facebook friends.

### 4. Create a Non-Profit Page.

By creating a "Page" your members can become more deeply connected to your mission. They can add themselves as fans, write on your Wall, upload photos, and join other fans in discussion groups. You can send updates to your fans regularly -- or just with special news or opportunities. Add applications to your Page and engage your users with videos, reviews, flash content and more. It's free and easy. It's also a great tool to get your members active and current with what's happening.

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Here's an example of **Learn and Serve America's** Page:



## 5. Create or join a Cause.

A cause can be created by anyone on Facebook to organize people towards collective action. The creator of a cause can pick any issue for their cause to champion, from the global, like "End Poverty," to the local, like "Support the Berkeley Y.M.C.A." The goal of the cause can be conveyed by its creator in the title they choose, and in various fields they fill out to describe what the cause stands for.

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## 6. Create a group for your organization or event.

Just like every other social networking site, you can create and join groups on Facebook. And there are a growing number of groups dedicated to social change.

Why create a group? Creating groups allows you to share information about pretty much anything. You can create groups for your organization or event to make announcements, join discussion groups, or even to share pictures. There are two kinds of groups on Facebook — open and closed. So be sure to create open groups so that people can find it and your members can invite others to join.

The screenshot shows a Facebook group page for "UTD Service Learning & Volunteering 2008-2009". The page is categorized as "Global". Under "Basic Info", the type is "Organizations - Volunteer Organizations" and the description reads: "Want to get more involved in campus life and the surrounding community? Want a great chance to meet people with similar interests? Want to make a difference in somebody's life? Then look no further! Service Learning offers volunteer opportunities for UT-Dallas students. Programs include Service Saturdays, large events, and Alternative Spring Break programs." The contact info lists an email address (servicelearning@utdallas.edu), a website (http://www.utdallas.edu/servicelearning/), an office location (SU 1.610), and a physical address (800 W Campbell Road, Richardson, TX). The "Recent News" section lists three events: "North Texas Food Bank" (10-11), "Make a Difference Day" (10-25), and "SeniorsNet" (11-1). The "Officers" section lists Melissa Kenfield and Cristina Almeida as Service Learning Leaders. The "Group Type" section states it is an open group. The "Admins" section lists Melissa Kenfield (creator), Cristina Almeida, MJ Suarez, Mark Chavez, and Benjamin Linke.

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## 7. Upload and share pictures.

One of Facebook's most popular features has been the ability to upload and share pictures. Facebook also offers an unlimited quota, with their only restriction being a 60-photos-per-album limit.

The process is very simple. Start by creating an album, which you can then assign limitations to (for example, visible to my members only) and upload photos within them. The album is then put into your profile, and other users can see and comment on them. You can also "tag" your photos with the names of people you mention and share the photos via a Web link or by email. What's more, you can order prints online!

## 8. Promote your events.

Facebook is a great place to promote your organization's events. Simply create the event, add pictures, and invite your contacts to join. In addition to posting on your Pages, you can post details of events in your profile so people can RSVP. You also have the option to leave the event open to people in your network or open for everyone.



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## 9. Promote your blog or newsletter.

Facebook also helps you to promote your blog or newsletter. This feature allows you to share information beyond what's in your profile in two ways. You can either post a note on your page or import your external blog. It is a nice way to communicate with your constituents and update them on your organization. You can also integrate an RSS feed into your blog with notes. When you post it, the note is displayed in your profile and every one of your "friends" is notified and other members can add comments.

facebook Home Profile Friends Inbox 19 Stephanie Ross

 Learn and Serve America Higher Ed College Student Social Media Initiative's Notes  
Learn and Serve America Higher Ed College Student Social Media Initiative's Notes

**National Service Agency Turns to Internet to Grow Campus Service** Share + In this note  
No one.

Wednesday, September 24, 2008 at 6:35am

For Immediate Release Contact: Sandy Scott  
September 22, 2008 202-606-6724, sscott@ens.gov

National Service Agency Turns to Internet to Grow Campus Service

(Washington DC) - Aiming to tap the skyrocketing popularity of social networking sites like Facebook and MySpace to promote social good, the Corporation for National and Community Service today announced \$2.3 million in grants to use social media to engage college students in service to meet community needs.

The grants provide seed funding to six organizations to develop the next generation of technology innovations to support college student service. The grant program, the first of its kind by a federal agency, capitalizes on two emerging trends: the strong civic attitudes of today's millennials and college students, and the explosion in use of social networking sites.

Administered by the Corporation's Learn and Serve America program, the three-year grants will go to Tufts University/CIRCLE/Massachusetts Campus Compact, Youth Venture, the Phoenix Project, Middlesex County College in New Jersey, South Dakota State University, and DC Central Kitchen. Descriptions and amounts are below.

## 10. Keep in touch with your members.

Facebook has a feature called "News Feed" that allows you to see all kinds of activity within your network. It's very similar to an RSS feed, in that when you log in to Facebook you immediately receive an update of all of the actions your contacts have taken.

## **11. Maintain some privacy.**

On Facebook, you are in control of what information is out there about your organization and who can see it. You can retain some privacy by blocking certain people from viewing your profile or by creating a limited profile to hide information you might not want to share with your contacts.

## MySpace.com

With over 230 million registered profiles and 70 million unique visitors a month in the United States, Myspace offers a powerful platform for organizations to mobilize existing offline members and reach out to a new audience within the MySpace community.

MySpace has built a dedicated team specifically to create programs and features that engage their users in issues and campaigns relevant to them, and to help organizations leverage the free tools of the MySpace platform to inform, inspire, and motivate users to take action.

### **The free tool-sets include the ability to:**

- Send mass messages
- Engage in viral marketing
- Fundraise and allow your supporters to fundraise on your behalf
- Host video, audio, and other content
- Facilitate conversations and dialogue via forums & groups
- Safely and securely reach a wide audience

The first thing organizations need to do is create an account.

Then, review MySpace's **A Place for Impact** page.

<http://www.myspace.com/aplaceforimpact>

If you scroll to the middle of the page, you will see "Tips for Organizations." This is a great area to learn more about how to set up your MySpace profile.

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## A Place for Impact

The IMPACT Channel is MySpace's hub for social and civic engagement. As part of the mission of IMPACT, MySpace assist's not-for-profit organizations and political campaigns in their efforts to make a positive difference in the world. They offer free tools of the MySpace platform to inform, inspire, and motivate users to take action.

Home Browse People Find People Forums Music Videos More ▾ Log In Sign Up

**MYSPACE IMPACT** Fundraising Widget A Place For Impact Impact Sign-Up

# A Place For Impact

The official guide for non-profits, campaigns, organizers and advocates

**ADD TO FRIENDS**  
**ADD TO GROUP**  
**SEND MESSAGE**  
**ADD TO FAVORITES**  
**FORWARD TO FRIENDS**

**ABOUT MYSPACE IMPACT:**

Welcome to A Place For Impact! The **IMPACT Channel** is MySpace's hub for social and civic engagement – a channel for the causes and campaigns MySpace users care about. As part of the mission of IMPACT, we assist not-for-profit organizations and political campaigns in their efforts to make a positive difference in the world: this page is dedicated to help you leverage the free tools of the MySpace platform to inform, inspire, and motivate our users to take action. Check out our tips and FAQs below, and join the Impact community by **becoming a friend!**

**FEATURED VIDEOS**

TINA FEY FOR MERCY CORPS

Sex Workers  
Mercy Corps  
Eating Disorders  
Aid To Artisans

**SIGN UP HERE!**

Are you a non-profit? Are you a candidate running for public office? Or are you just a concerned citizen that wants to make a positive impact on your community or the world? Sign up to be listed in the MySpace IMPACT directory HERE! (COMING SOON!)

**OUR BLOG**

Vote for Kiva and help fight global poverty! (view more)

Attention Non-profits: Announcing Nonprofit Boot Camp! (view more)

Presidential Debate video clips now posted! (view more)

VolunteerSpace: Volunteering made easy! (view more)

Help Oprah Winfrey fight sex predators! (view more)

A good **MySpace tutorial** can be found here:

<http://www.diosacomunications.com/myspacebestpractices>

Also, become friends of **Nonprofit Organizations**. It's another great resource for MySpace nonprofit connections:

<http://www.myspace.com/nonprofitorganization>

## Twitter.com

Simply put: Twitter is a microblogging network that allows you to make a post of 140 characters of text or less. While it asks you to answer “What are you doing?”, most use it for a variety of other mini-posts (some including links).



Twitter has its own terminology: the quick posts are known as “tweets”, people are “twittering” when they post, when someone is “following you” they are merely subscribing to your posts and they become your “followers”. Another interesting element is that Twitter can also be used via mobile devices.

Twitter is engaging and connecting. It involves communication - but Twitter communication is brief and its life-span is short.

### Twitter Benefits:

- Find out what people are talking about. Use Twitter's search and look up keywords.
- Build your relationship with supporters and community.
- Post new information, blog posts, press releases, etc. Many organizations such as GreenPeace, use Twitter to call out press releases, links to new pages on their blog or website, and sometimes asks for donations.
- Encourage action / tell a story.

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- Mobilize people to do something with urgency - donate, encourage signing of petition, etc.
- Find out information. Ask questions of your supporters.
- Organize offline "Tweet-up" events. Announce that there is an event and invite others to attend.

## Nonprofit Twitter Examples:

**Genocide Intervention:** <http://twitter.com/antigenocide>

**Youth Service:** <http://twitter.com/youthservice>

**One Voice Walk:** <http://twitter.com/onevoicewalk>

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The screenshot shows a Twitter profile for 'antigenocide'. The profile picture is a hand with fingers spread. The bio reads: 'The Genocide Intervention Network empowers individuals and communities with the tools to prevent and stop genocide.' Statistics show 101 following, 220 followers, and 71 updates. The 'Following' list includes several profile pictures. The main content area shows a tweet about Sudan's offensive against civilians in North Darfur, with a link to a tinyurl. Below it are two retweets: one from a US Olympian and another from ENOUGH and ICG. A final tweet mentions UNAMID peacekeepers in North Darfur.

**GENOCIDE INTERVENTION NETWORK**

Home Profile Find People Settings Help Sign out

 **antigenocide**

Following - Device updates OFF

You are now following antigenocide.

**Sudan's new offensive against civilians in North Darfur executed to move Chinese oil exploration workers.**  
<http://tinyurl.com/6mh243>  
12:04 PM August 16, 2008 from web

US Olympian and "Team Darfur" founder Joey Cheek's visa revoked by China. <http://tinyurl.com/5pgkoX> 09:40 PM August 05, 2008 from web

Echoed by ENOUGH and ICG, GI-NET's Chad Hazlett weighs in on the ICC indictment of Sudan's President Bashir. <http://tinyurl.com/5av42u> 02:42 PM July 14, 2008 from web

UNAMID peacekeepers were attacked in North Darfur, with 7 deaths and 23 injured. <http://tinyurl.com/6dn9c3> 11:21 AM July 09, 2008 from web

Help GI-NET stop atrocities against ethnic minorities by renewing sanctions against Burma's brutal regime. <http://tinyurl.com/5cwrwn>

Name GenocideIntervention  
Location Washington, DC  
Web <http://www.Genoci...>  
Bio The Genocide Intervention Network empowers individuals and communities with the tools to prevent and stop genocide.

101 following | 220 followers | 71 updates

Updates

Favorites

Following

block antigenocide

## Highly Effective Twittering:

### Frozen Pea Fund:

[http://bloombergmarketing.blogs.com/bloomberg\\_marketing/2007/12/all-of-love.html](http://bloombergmarketing.blogs.com/bloomberg_marketing/2007/12/all-of-love.html)

### "Twitter, Facebook, Chris Brogan and 81 other people send Cambodian girl to college:"

[http://beth.typepad.com/beths\\_blog/2007/10/the-campaign-re.html%20](http://beth.typepad.com/beths_blog/2007/10/the-campaign-re.html%20)

### "The Well That Twitter Built:"

<http://mashable.com/2008/09/19/the-well-that-twitter-built/>

### Use Twitter in Emergencies:

<http://stephensonstrategies.com/2007/10/01/new-on-youtube-use-twitter-in-emergencies/>

## Change.org

Change.org believes everyone can Make a Difference. They are an online hub and media network for social issues and collective action.

Nonprofits can create their own Social Network on Change.org.

### 1. Connect Your Supporters

Users can create virtual organizations around social issues, called "Causes," to share ideas and organize collective action.

### 2. Create Social Fundraising Campaigns

Change.org host social networks for 1.5 million non-profits, allowing people to directly communicate with leading organizations.

### 3. Spread Virally Across the Web

Fundraise for projects around the world, volunteer with friends, or join online advocacy campaigns.

The image is a screenshot of the Change.org website. At the top, there is a navigation bar with the logo 'change.org' on the left and links for 'Causes', 'People', 'Nonprofits', 'Join', and 'Sign In' on the right. Below the navigation bar, the main heading reads 'NONPROFITS: CREATE YOUR OWN Social Network ON Change.org'. The page is divided into three columns, each representing a key feature:

- 1. Connect Your Supporters:** This section features an illustration of a person standing on a globe, holding up a tablet. Below the illustration, the text states: 'Users can create virtual organizations around social issues, called "Causes," to share ideas and organize collective action.'
- 2. Create Social Fundraising Campaigns:** This section features an illustration of two people standing on a globe, with a large lightbulb above them. Below the illustration, the text states: 'We host social networks for 1.5 million nonprofits, allowing people to directly communicate with leading organizations.'
- 3. Spread Virally Across the Web:** This section features an illustration of a globe composed of many small human silhouettes. Below the illustration, the text states: 'Fundraise for projects around the world, volunteer with friends, or join online advocacy campaigns.'

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## They offer:

### Basic Service (Free)

- Accept online donations and post fundraising campaigns.
- Upload your logo, photos, videos, and additional information about your organization.
- Enable your supporters to spread your message by putting fundraising badges on their websites.

### Premium Service (\$20 per month)

- Custom-designed and branded social network for your organization.
- Personal fundraising pages that enable your supporters to fundraise on behalf of your organization.
- Tools to create viral email campaigns and capture supporter contact data in order to build your mailing list.
- And many more features such as a blog, "Donate Now" buttons for your website, the ability to post events and volunteer opportunities, actively recruit new members from the Change.org community, email all supporters, and more.



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Create an About page. Enter Mission, Programs and History.

The screenshot shows the 'About' page of the World Neighbors website. The header includes the World Neighbors logo and navigation links for Home, About, Fundraising, Testimonials, Supporters, Videos, and Photos. The 'About' section on the left provides contact information: Website (www.wn.org), Location (4127 NW 122nd St, Oklahoma City, OK 73129), and Basic Info (Founded 1911, EIN: 73-0707128, Tax Status: 501(c)(3), Annual Budget: \$5,134,098). The main content area features three sections: 'Mission' (World Neighbors inspires people and strengthens communities to find lasting solutions to hunger, poverty and disease and to promote a healthy environment), 'Programs' (World Neighbors, Inc. supports programs in 16 countries in Asia, Africa and Latin America/Caribbean by working in partnership with communities to address priority problems and build capacity for local management of community development), and 'History' (World Neighbors' late founder, Dr. John L. Peters, was born in Van Buren, Arkansas on October 6, 1907. As a young).

Display your Fundraising Projects. Set a goal and watch.

The screenshot shows the 'Fundraising Projects' page on the World Neighbors website, powered by change.org. The header includes the change.org logo and navigation links for Home, Causes, People, and Nonprofits, along with 'Join' and 'Sign In' buttons. The 'Fundraising Projects' section features a project titled 'Increase Women's Literacy in Burkina Faso' with a description: 'The fact that you can read this sets you apart from 75 percent of the people living in the West African country of Burkina Faso. In this country, almost 90 percent of women cannot read or write. WDWI is launching a campaign to change that. With your support, WDWI will help fund World Neighbors literacy programs in Burkina Faso, with the spec...'. A 'Donate' button is visible, along with a progress bar showing 'Raised: \$20.00' and a goal of '\$1,000'. Below the project, there is a section for 'Top Fundraisers for this Project' featuring a profile for 'Kylie McBride' from Oklahoma City, OK, who has raised \$20. At the bottom, there is a 'General Fund' section with a description: 'World Neighbors helps people develop, manage and sustain their own programs. Most programs begin using locally available resources and simple, low-cost technologies. As people gain skills and confidence, local leaders and organizations emerge to carry on the work, multiply results and participate in coalitions.' and a 'Donate' button showing 'Raised: \$12,345.00'.

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**Gather Testimonials** from volunteers, donors, current and former employees, board members, clients served, professionals in the field and the general public.



**Display your photos and share your videos.**

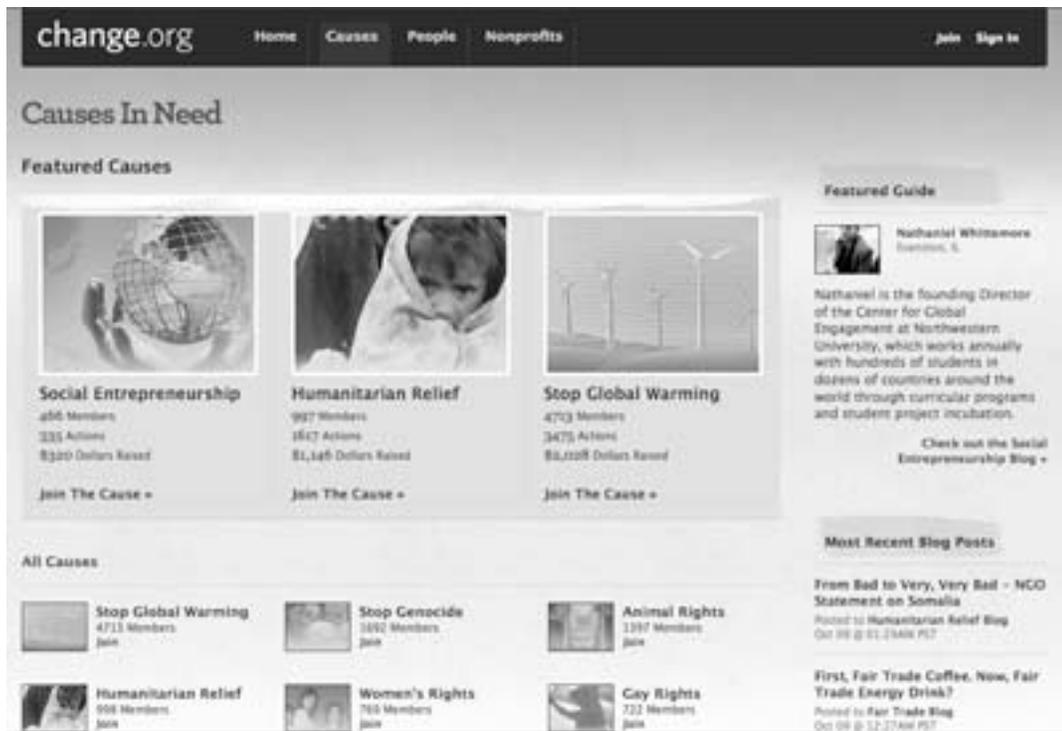


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See your Supporters.



In addition to searching for Nonprofits, members of Change.org can find **Causes in Need**.



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Additional sites to consider:

## Flickr.com

Flickr is a popular online photo-sharing community that allows anyone to share and organize their digital photos. While many people use Flickr recreationally, it can also be a powerful tool for organizations, including nonprofits.

Members can document the impact of their work through photos that they upload to the organization's Flickr group.

Organizations can create an image bank from which they can select photos for their Web site and blog.

You can easily upload and share photos publicly and privately. In addition, use Flickr photos to make presentations. Utilize their Creative Commons licensing search feature and find appropriate photos to use for free with attribution.



## YouTube.com

Does your organization have a compelling story to tell? Do you want to connect with your supporters, volunteers, and donors but don't have the funds to launch expensive outreach campaigns?

YouTube can help.

Video is a powerful way to show your organization's impact and needs, and with a designated "Nonprofit" channel on YouTube, you can deliver your message to the world's largest online video community.

### Program Benefits

- Premium branding capabilities and increased uploading capacity
- Rotation of your videos in the "Promoted Videos" areas throughout the site
- The option to drive fundraising through a Google Checkout "Donate" button
- Listing on the Nonprofit channels and the Nonprofit videos pages

### YouTube Nonprofit Tips:

[http://www.youtube.com/t/ngo\\_tips](http://www.youtube.com/t/ngo_tips)

### Video Campaign Tip Sheet:

[http://www.youtube.com/t/nonprofit\\_campaigns](http://www.youtube.com/t/nonprofit_campaigns)

**YouTube on a Shoestring:** [http://www.youtube.com/t/nonprofit\\_budget](http://www.youtube.com/t/nonprofit_budget)

## **Ning.com**

Ning is an online platform for users to create their own social websites and social networks. It's your own social world. Your members. Your content. Your settings. No technical skills required.

### **Custom Brand**

Use your logo — or any other image — at the top of your network. Fully customize the look of your network by choosing a theme or creating your own design with CSS.

### **Add Text and Widgets**

Insert widgets from other websites or create an area for your weekly column, special projects or community announcements.

### **Member Profiles**

Each member of your network has a fully customizable profile with their photo, basic information and everything they've contributed to the network.

### **Event Listings**

Schedule events, invite network members, and keep track of who's attending.

### **Interest Groups**

Create groups inside your social network around interests, affinities, geographical locations and more.

### **Real-time Activity Stream**

Keep up with the members of your social network. Find out what your members are saying, how they're interacting and what they're sharing.

### **Discussion Forum**

Get people talking. Start a discussion on any topic and watch your members respond with posts, photos and attachments.

### **Custom Video Players**

Upload original footage or share videos from popular video services like YouTube, Google Video and Vimeo.

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## Photos & Slideshows

Post photos and organize them into albums. You and your members can show off your photos in galleries or slideshows.

## Viral Widgets

Create a network badge that your members can display with pride on their MySpace profile, blog or website.



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## Yahoo Groups

<http://groups.yahoo.com>

People with a shared interest can meet, get to know each other, and stay informed on Yahoo Group. Your group gives you instant access to:

- Shared message archives
- Photos and photo albums
- Group event calendars
- Member polls and shared links

And best of all, it's free. While this isn't as "fancy" as other options, this has been effective with group communication.

## Google for Nonprofits

<http://www.google.com/nonprofits>

Reach more donors. Improve operations. Raise awareness.

Learn how non-profits can use Google tools to promote a cause, raise money, and operate more efficiently.

### Find information on:

- **Google Grants.** Reach and engage your supporters through free online advertising.
- **Checkout.** Collect donations online and process them for free.
- **Google Apps.** Give your team the tools to collaborate. Check out their nonprofit tutorials on Gmail, Docs, Sites and Calendar.
- **Analytics.** Understand how people find and interact with information on your website.
- **Maps & Earth.** Give life to your cause by illustrating its global context.

## Additional Learning Resources:

### **Common Craft**

<http://www.commoncraft.com/show>

This site is for anyone who wants to know more about new technologies. No special skills needed. Watch and learn. Common Craft uses a very simple, visual method of explaining all the latest technologies so that anyone can understand, using short video clips narrated by a positive and respectful voice. The next time you hear someone talking about RSS feeds or some other new doo-dad, stop here first so you will know what they are talking about.

### **TechSoup.org**

<http://www.techsoup.org/learningcenter>

Powered by CompuMentor, one of the nation's oldest and largest nonprofit technology assistance agencies, TechSoup.org offers nonprofits a one-stop resource for technology needs by providing free information, resources, and support.

### **WiredSafety.org**

<http://www.wiredsafety.org/>

The world's largest online safety and help group. WiredSafety, is the largest online safety, education and help group in the world. They are a cyber-neighborhood watch and operate worldwide in cyberspace through 9,000 volunteers worldwide. WiredSafety is run entirely by volunteers. Their work falls into four major areas:

1. Help for online victims of cybercrime and harassment
2. Assisting law enforcement worldwide on preventing and investigating cybercrimes
3. Education
4. Provide information on all aspects of online safety, privacy and security.

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## **eOrganizer**

**<http://www.campaignconsultation.com/GIZMOs/eorganizer/>**

An interactive clearinghouse for the latest and greatest web instruments of change. This GIZMO Shows you how to maximize free and inexpensive online tools and resources to mobilize people around issues and within organizations. Structured around eight categories important to community organizing, it offers descriptions and provides access to many of the most current web arenas and strategies for bringing groups together to create community change.